Claims:

1. A pharmaceutical composition comprising one or more compounds having the general structure A, B, C, D, E, F, G, H, I, J or K, or a pharmaceutically acceptable salt or prodrug thereof, and a pharmaceutically acceptable carrier, diluent or excipient.

2. The pharmaceutical composition of claim 1, comprising one or more compounds selected from the group consisting of E20 (ID 141525); F12 (ID 120590); F16 (ID 274873); H10 (ID 120670); J6 (ID 120856); N12 (ID 215015); L4 (ID 121113); B15 (ID217496) and QR, or derivatives or analogs thereof or a pharmaceutically acceptable salt or prodrug thereof, and a pharmaceutically acceptable carrier, diluent or excipient.

3. The pharmaceutical composition of claim 1, which inhibits cell proliferation and/or modulates differentiation or induces the cell death of target cells.

4. A method for preparing a pharmaceutical composition of claim 1, comprising mixing a growth inhibiting amount or a differentiation stimulating amount or a cell death inducing amount of one or more compounds having the general structure A, B, C, D, E, F, G, H, I, J or K, or a pharmaceutically acceptable salt or prodrug thereof, in a pharmaceutically acceptable carrier, diluent or excipient.

5. A method for inhibiting the proliferation and/or stimulating the differentiation of a cell or inducing cell death of the cell, comprising contacting the cell with an effective amount of one or more compounds having the general structure A, B, C, D, E, F, G, H, I, J or K, or salt or prodrug thereof, such that the proliferation of the transformed cell is inhibited, or its differentiation stimulated or cell death is induced.

6. The method of claim 5, comprising contacting the cell with an effective amount of one or more compounds selected from the group consisting of E20 (ID 141525); F12 (ID 120590); F16 (ID 274873); H10 (ID 120670); J6 (ID 120856); N12 (ID 215015); L4 (ID 121113); B15 (ID217496) and QR, or derivative, analog, salt or prodrug thereof.

7. The method of claim 6, wherein the compound is F16 or QR or prodrug thereof.

8. The method of claim 5, wherein the cell is subject to unwanted proliferation.

9. The method of claim 5, wherein the cell comprises an activated form of a proto-oncogene.

10. The method of claim 9, wherein the cell comprises a Neu or a Ras oncogene.

11. The method of claim 5, wherein the compound is contacted with the cell at a concentration from about 100-500 nM.

12. The method of claim 5, wherein the compound is contacted with the cell at a concentration from about 10-50 nM.

13. Use of one or more compounds having the general structure A, B, C, D, E, F, G, H, I, J or K, or a pharmaceutically acceptable salt or prodrug thereof in an amount effective to inhibit growth of target cells, and a pharmaceutically acceptable carrier, diluent or excipient, for the preparation of a pharmaceutical medicament for inhibiting growth of a target cell in a subject.

14. The use of claim 13, wherein the one or more compounds are selected from the group consisting of E20 (ID 141525); F12 (ID 120590); F16 (ID 274873); H10 (ID 120670); J6 (ID 120856); N12 (ID 215015); L4 (ID 121113); B15 (ID217496) and QR, or derivative, analog, salt or prodrug thereof, or a pharmaceutically acceptable salt thereof.

15. The use of claim 14, wherein the compound is F16 or QR or prodrug thereof.

16. The use of claim 13, wherein the target cell is a cancer cell.

17. The use of claim 13, wherein the target cell expresses an oncogene.

18. The use of claim 17, wherein the oncogene is Neu or Ras.

19. The use of claim 16, wherein the cancer cell is a breast cancer cell.

20. Use of one or more compounds having the general structure A, B, C, D, E, F, G, H, I, J or K, or a pharmaceutically acceptable salt or prodrug thereof in an amount effective to inhibit growth of cancer cells, and a pharmaceutically acceptable carrier, diluent or excipient, for the preparation of a pharmaceutical medicament for treating cancer in a subject.

21. The use of claim 20, wherein the one or more compounds are selected from the group consisting of E20 (ID 141525); F12 (ID 120590); F16 (ID 274873); H10 (ID 120670); J6 (ID 120856); N12 (ID 215015); L4 (ID 121113); B15 (ID 217496) and QR, or derivative, analog, salt or prodrug thereof.

22. The use of claim 21, wherein the compound is F16 or QR or prodrug thereof.

23. The use of claim 20 wherein the cancer is associated with expression of an oncogene.

24. The use of claim 23, wherein the oncogene is the Neu oncogene.

25. The use of claim 20, wherein the cancer is a carcinoma.

26. The use of claim 20, wherein the carcinoma is breast or ovarian carcinoma.